



Kenya 2022

December Holiday Retail Survey

What are hustlers shopping for?

Introduction

The year 2022 is finally drawing to a close and Kenyans are preparing for the festive season despite experiencing a very challenging year driven by drought and war in Ukraine that has affected cost of food and fuel respectively, high inflation, economic slowdown due to elections, continued ripple effect of COVID 19, squeezed school calendar that have had a big impact on consumer's disposable income

Interestingly the standard gauge railway (SGR) passenger service from Nairobi to Mombasa is fully booked ahead of Christmas, forcing holidaymakers to seek expensive alternatives like air travel that has seen a more than double rise in fares.

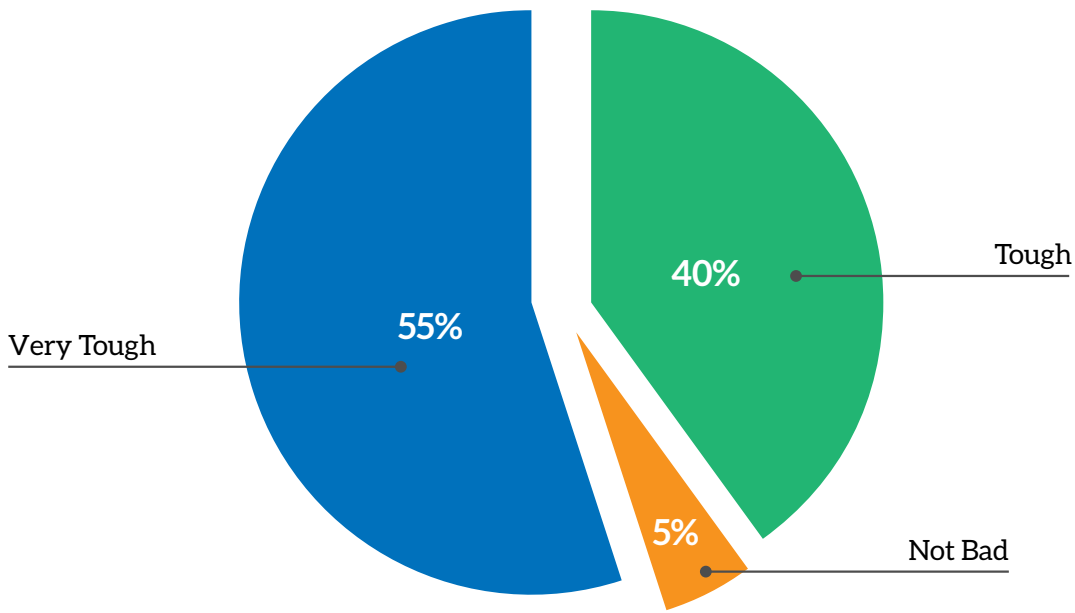
On the other hand business outside of hospitality such as retailers in Kenya have experienced business disruption due to depressed disposable incomes which paints a mixed picture of the economic state of Kenyan consumers as we head to the 2022 December holiday.

Viffa conducted its third edition holiday retail survey between 24th November and 1st December 2022 to explore Kenyan consumer sentiments and planned shopping behavior.

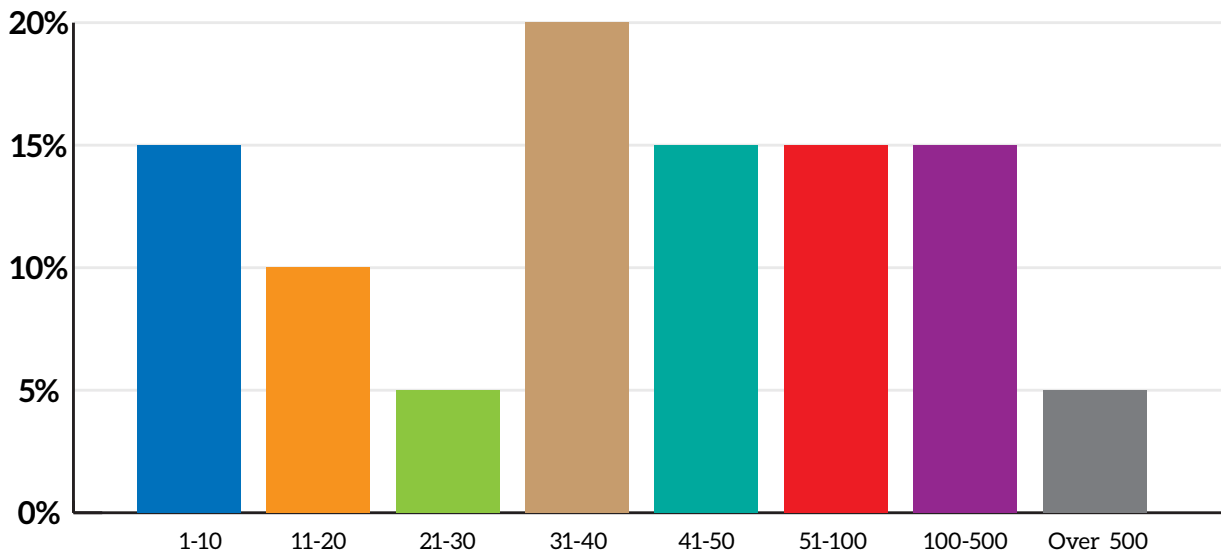


Results

- State of Economy in 2022



- Projected December 2022 Spend (Kes '000')

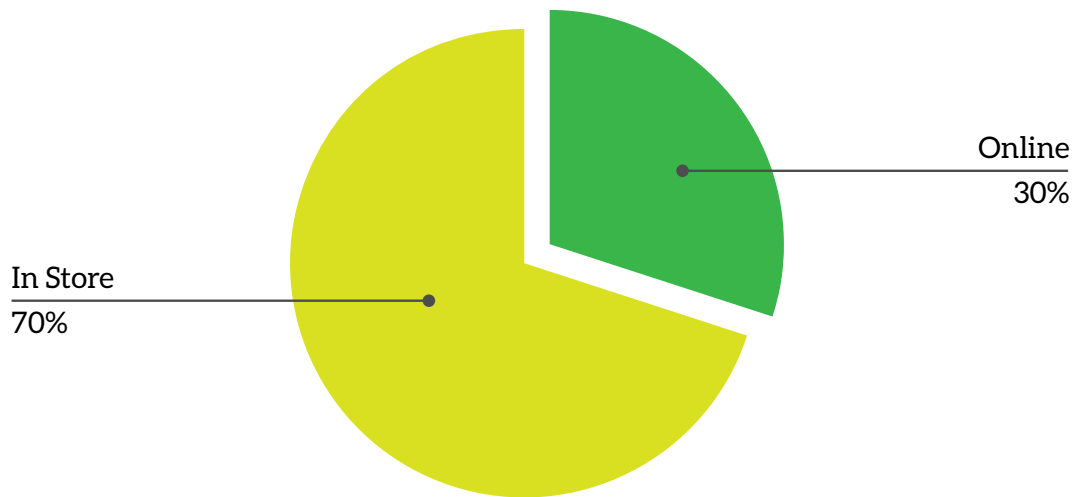


• Top Holiday Purchases

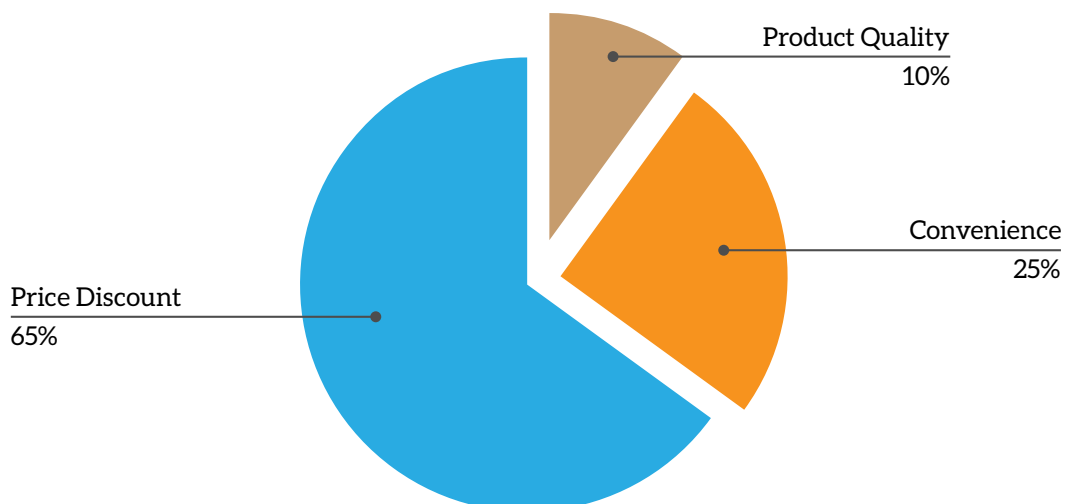
1. Food and Drinks
2. Travel and Accommodation
3. Clothes
4. School items
5. Books and stationery
6. Electronics
7. Kids toys



• Shopping Preference



• Factors Influencing Holiday Purchase Decision

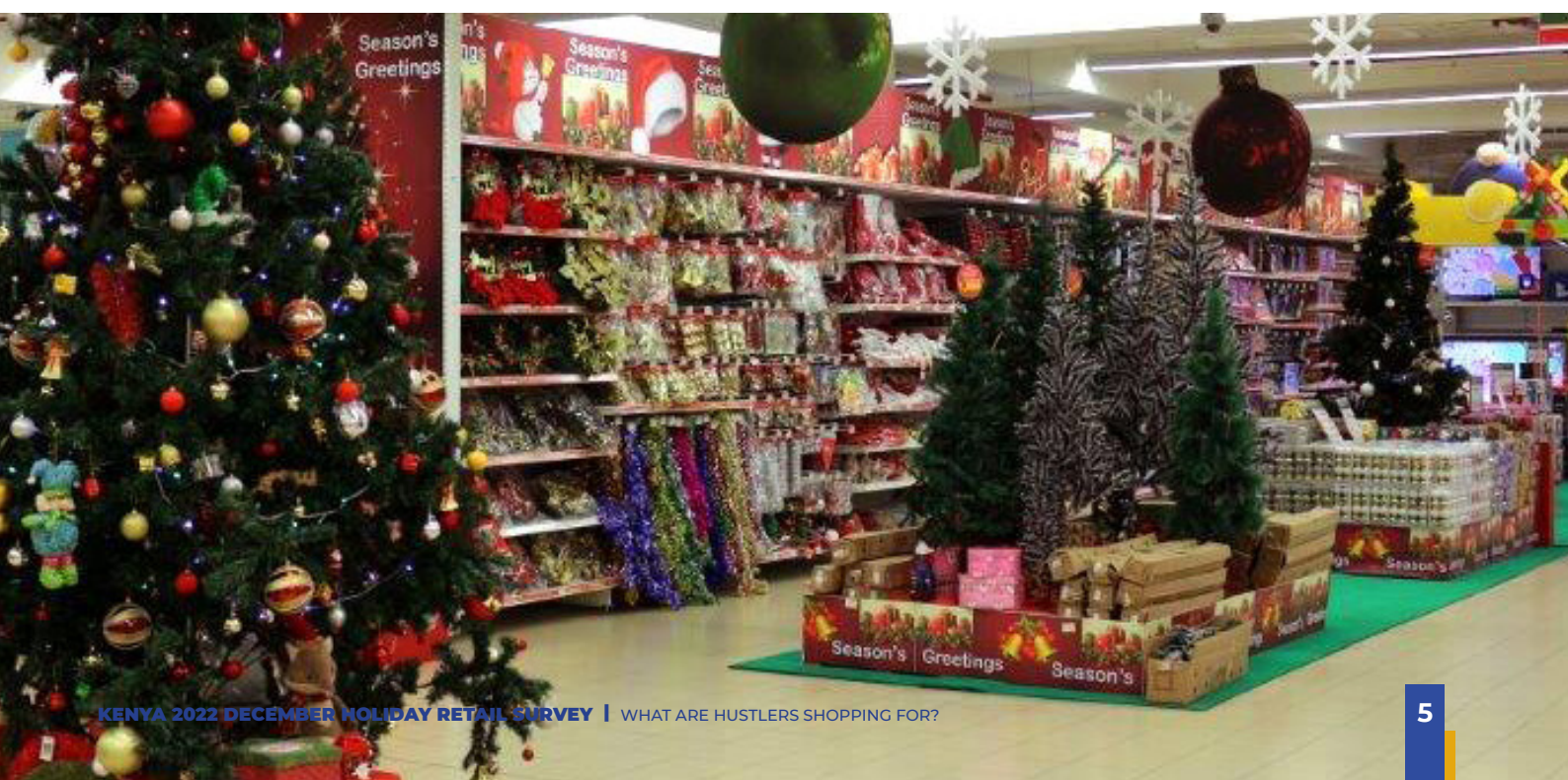
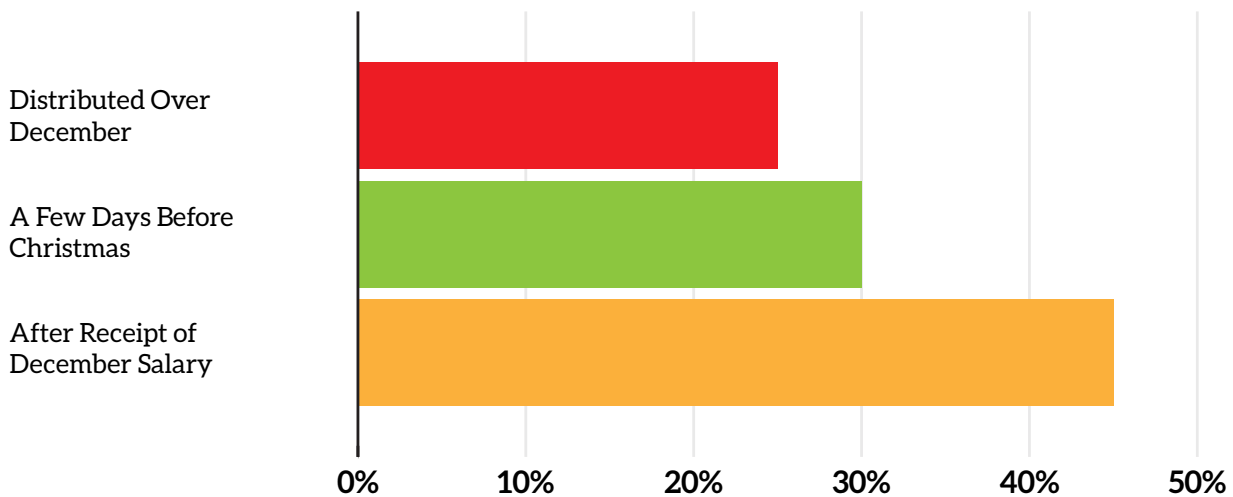


• Top Sources for Holiday Purchase Research

1. Retailer's website and app
2. Social media sites
3. Window shopping
4. Web search engines
5. Print media (News papers)



• Frequency of 2022 Holiday Shopping





Viffa Consult
Unlocking Africa's Entrepreneurship Spirit

Viffa Consult Limited

www.viffaconsult.co.ke

One Padmore Place, George Padmore Road

info@viffaconsult.co.ke

Tel: +254 723 982 528

